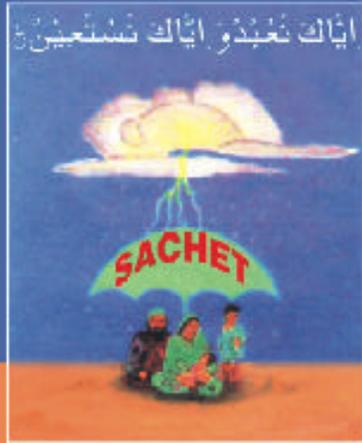


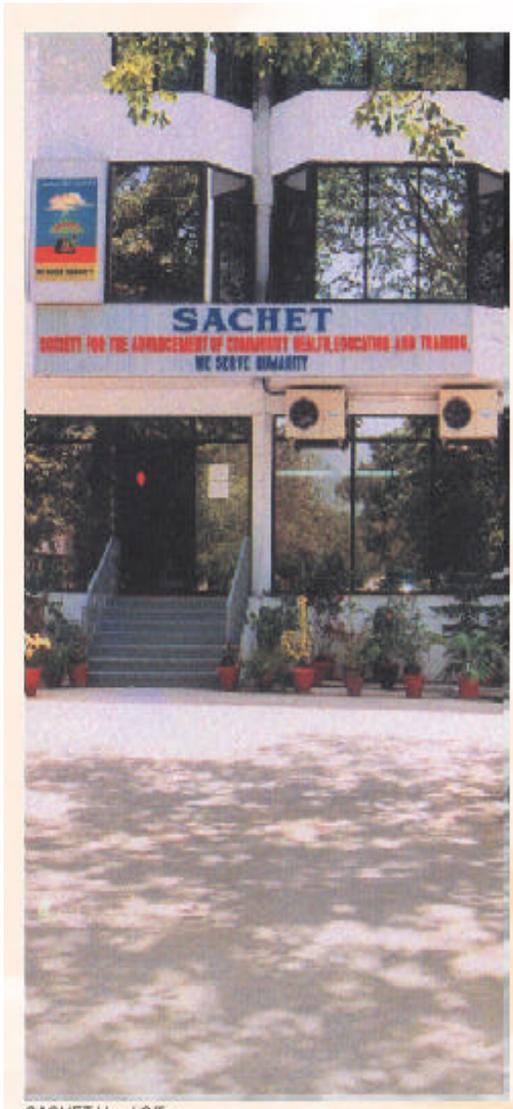
SACHET

Annual
Report
2000



Society for the Advancement of Community, Health, Education and Training

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INTRODUCTION

SACHET's organizational philosophy does not interpret development based on the myopic gauge of Gross National Product. Our conceptual prism reflects ground realities more accurately due to its cognizance of the fact that human development involves many other factors besides merely standardized economic indicators. Health and education are fundamentally indicative measures of the development process, which are also used while calculating the Human Development Index (HDI). Pakistan's low ranking on the basis of this index is a reflection of the sad fact that almost 30% of our population remains deprived of basic health services whereas 57% of it is still illiterate

Realizing this situation, SACHET is not merely engaged in target-oriented development with stress on numerical indicators. Instead, we prefer to portray our organization and ourselves in a modest manner as a small team of dedicated professionals working towards the achievement of realistic goals, which in turn are imperative for achieving a better quality of life. We refrain from making grandiose promises to the masses and do not claim to bring about miraculous changes for them overnight. Yet we do believe that in pursuit of our holistic objectives, we are by implication striving to serve the cause of humanity. Our committed and competent team is creating small sachets or packets of awareness and empowerment within identified communities. Empowerment and awareness are not easily quantifiable indicators since they imply a change in attitude. However this change in perception holds the key to behavioral change, which is both sustainable and participatory. Acknowledging the significance of keeping people at the center of this dynamic process of change, a participatory approach is used to involve all community groups in our activities. We adhere to an ideology of three core values of development:

- Promoting freedom of choice
- Ability to sustain and
- Creation of self-esteem

Our Objectives

SACHET's mandated objectives are as follows:

- To promote gender awareness and sensitivity in Pakistan.
- To narrow gender gaps in health, education and economic participation.
- To promote economic empowerment of the underprivileged.
- To promote awareness and sensitivity about sexual and reproductive health rights, Information, education and services.

President's Message

Human development as characterized by the improvement in indices like life expectancy, enrolment at primary level in educational institutions, per capita calorie intake, per capita GNP, female literacy, infant mortality rates, gender empowerment, rates of employment etc. is the ultimate objective and purpose of all endeavors directed towards growth.

Viewed in this context, Pakistan regrettably ranks at bottom at 135 amongst 180 nations of the world. Unless the existing efforts are supplemented at all levels, these vital sectors would continue to suffer neglect. Cognizant of the need to contribute in positive terms to community based programs in the fields of health education, training and gender development, I along with my colleagues, established the Society for the Advancement of Community, Health, Education and Training (SACHET). Within a relatively short period of one year, the word 'SACHET' has become a symbol of an institution making concrete contributions without charges in medical care and community health promotion as well as training through institutions and projects set up in rural areas and through our Gender Watch Series on television. SACHET is operating at the micro level but with mega objectives.

The sincere efforts made by the patriotic Pakistani donors, well wishers and last but not least the dedicated staff of SACHET, in helping me with this noble cause deserves gratitude and I wish them every success.

(DR. A. Q. Khan)
NI & BAR, HI



Operational Strategy

We strive to accomplish our objectives by providing basic medical facilities as well as training to under-privileged men and women with a basic emphasis on self-employment and with active promotion of gender-equity. SACHET relies on the following three-pronged comprehensive strategy to achieve its stated objectives:

- Information, Education and Communication (IEC)
- Advocacy
- Service Delivery

The service delivery component of our complementary strategy is in fact the most tangible in nature. It is through availability of adequate services that we can actually lessen the gap between felt needs and their fulfillment. However, prior to and even during the provision of service delivery, there is also an urgent need to create an environment that is conducive to the interventions being introduced by us. It is in this context that the other two components of our strategic vision become relevant. Besides introducing concrete interventions in the shape of service delivery, beneficiaries are made aware of the importance of a particular service through the use of advocacy and various forms of IEC. Only through this simultaneous process of initiating realization of felt needs and then catering to these felt needs, can any community based intervention genuinely hope to bring about discernable change.

To demonstrate practical usage of this amalgamated approach, let us cite an example showing how a concept translates into concrete action. In the first stage of our community based development projects, for instance, a holistic family health concept is transferred to the community via promotional and information-based IEC activities. The advocacy component also helps constructively mold public opinion in this regard. Parallel to these awareness inculcation measures, a SACHET Free Health Clinic or Medical Camp equipped with all required facilities is made available where people can avail services that they now realize are vital to their well-being. The need for accessing services of our clinics and/or medical camps is perpetually reinforced by the IEC and advocacy related strategic components through printed materials on various basic health issues, through male and female *mehfils* (assemblies) and through volunteering Community Health Educators.

This strategic vision pervades our overall approach and is reflected in all our activities. The subsequent sections introducing our ongoing initiatives will provide evident illustration of this fact. Our operational area has a specific delineation with respect to service delivery and this include the districts of Rawalpindi, Islamabad and their outskirts. But in terms of IEC and advocacy - where diverse forms of communication ranging from interpersonal techniques to the mass media are being used – our operational scope is immensely broad and it transcends geographic limitations to consider all of Pakistan as its area of concern.

Organizational Structure

A Board of Directors manage SACHET and a Technical Advisory Group lends us its guidance. The formal membership drive of SACHET has not yet commenced, but the process of formulating rules and regulations is almost complete. An Executive Director, also a founding member, is in charge of devising and managing ongoing operations and is supported by the Programme, Administration and Finance Units for implementing organizational goals through cost effective interventions. The induction of volunteers into our organization had been encouraged since its initial phase and a diverse range of people from all walks of life including students, teachers, doctors and other professionals have volunteered their services to our cause. Young girls have volunteered to attend our community based training and have subsequently become SACHET Community Health Educators. Boys and young men are currently being enlisted to lend support in disseminating basic health awareness information. Medical students are also of tremendous help in running health camps and the newly initiated satellite health services. Volunteers get personal satisfaction by working for a worthy cause, they obtain insight regarding real life problems facing underprivileged populations amidst their surroundings and also a chance to work alongside experienced professionals which is an asset particularly for those considering social development as their career of choice.

Self Reliance

Since its inception in May 1999, SACHET has been an organization exclusively supported by Pakistanis. Our sole reliance on a nationalistic resource base is based on a rationale that if the significance of developing an indigenous resource base is constantly being conveyed to the grassroots, we too must be principled enough to practice what we preach. However, on the basis of our welfare approach, we do welcome donations from Pakistanis living both here and abroad, for which a foolproof and transparent system of accountability is in place. Updated information is provided to all such donators concerning how, where and when their money is being spent. Although weary of being 'donor-driven or donor-dependent,' we are 'donor-friendly' and remain open to the possibility of developing linkages with foreign support agencies and/or multilateral development institutions committed to the same line of work as ourselves for availing transference of knowledge and expertise. In turn we are willing to share our experience and provide other forms of facilitation in our own area of specialization.

Sustainability

Promising prospects in terms of income generation are our tele-marketing venture and the SACHET Gallery. Based on the success of the 'Gender Watch' pilot series, we have been approached by various sponsors and due to their patronage have met a major portion of production costs of the current series. We are confident that the popularity of this programme will keep growing and soon enable us to start making a profit from it. Additionally, the resources generated from retaining a percentage of the profits from products sold at SACHET Gallery are used to purchase medicines for our clinics and medical camps. We are slowly but surely moving towards the path of self-reliance.

Alliance Building

Dr. A. Q. Khan's wide-ranging patronage has enabled SACHET to develop diverse linkages with a number of academic and public service institutions. Realizing the importance of creating partnerships for a common cause, SACHET has established working relations with several public and private sector organizations. Our staff is encouraged to attend capacity building workshops and we are also planning to start offering specialized services to other institutions in the area of reproductive health, particularly in terms of research and capacity-building. Networking with the media is of tremendous relevance to our IEC and advocacy strategies due to the immense outreach potential that becomes available through both electronic and printed media. The airing of our tele-magazine 'Gender Watch' on PTV is a prime example of this type of collaboration. We also use the printed media to advertise activities of interest to the public at large. It is perhaps due to this spirit of cooperation, that our efforts continue to receive prominent coverage in leading newspapers of the country. We are poised to launch our first newsletter by the end of 2000. This newsletter will be unique in Pakistan due to its exclusive thematic focus on gender. It will provide a common platform for an exchange of ideas and experiences to enhance cross-linkages between various organizations committed to gender issues. A website is also being developed to facilitate access to our organization via the Internet.

PROJECTS AND ACTIVITIES

We are believers of the bottom-up approach for communities as well as for ourselves and a strong sense of humility and pragmatism is evident in our work. Gender is a consistent theme for all our programmes. It is our health and educational programmes and the projects introduced within them, that best embody and reflect our pace, promise and purposefulness.

Women Vision

Women Vision is a collaborative project financed and technically supported by SACHET and implemented by HAWWA Associates. Initiated in October 1999, the project's duration was for one year. Before its commencement, SACHET carried out various activities including a pre-implementation survey and a need assessment study to determine overall viability of the initiative. During the crafts training offered by the project, SACHET extended logistical support and also provided health care information and services to the female participants belonging to low income areas of the capital city. Women Vision was our first collaborative venture from which we have gained valuable experience. Our dual objectives have been to encourage self-reliance amongst women through capacity building and to create income generation opportunities. We hope to utilize this knowledge in our self-owned project: SACHET Gallery.

SACHET Gallery

SACHET Gallery aims to provide economic empowerment to skilled women by improving their bargaining position through elimination of the middleman. Feminization of poverty is a widely acknowledged phenomenon since more than half the women in Pakistan are plagued by poverty of opportunities compared to around a third of men. There is ample precedence concerning crafts promotion being a feasible method of generating reliable income sources for women and the specific objective of this project is to create such empowering sources for at least a hundred disadvantaged women during one year. For this purpose the Gallery serves as a marketing and publicity forum for the products of skilled women. The project plans to start disbursing micro-credit to ten deserving women each year and provide them seed money to facilitate their entrepreneurship. Another component of the project includes training at the production unit of the Gallery. Two types of training have been devised for the approaching year; one is a free 3-month course to teach cutting and sewing skills to girls and women from low income/poor income localities of Islamabad and its outskirts. Gallery Managers would also teach these participants basic business skills. Secondly, a short-term (1-2 weeks) crafts training course would be offered during the summers to college and university students and housewives on subsidized rates to provide a modest source of revenue. The Gallery itself is a sales outlet readily available to all skilled women and men. It is located in the posh Blue Area adjacent to NAFDEC cinema in Islamabad. Eighty percent of the earnings generated from product sales are given to the producer, while SACHET keeps twenty percent to support the continuity of medical care at SACHET Free Clinics. Women entrepreneurs displaying their products at the Gallery are encouraged to open personal bank accounts and payment of their sales are made via cross-cheques. This mode of payment is not only foolproof in terms of book-keeping, it also meant to psychologically bolster the confidence of underprivileged women, who not only get paid a decent price for their products but also become bank account holders due to their interaction with SACHET. Gender is a crosscutting theme given due emphasis in all our activities. Therefore, in

view of defined male roles in our society particularly in terms of supporting women and enabling families to break out of the shackles of poverty, we have decided not to be exclusionary and also let men consignor participants participate in this empowering activity for collectively increasing household incomes. Our concern in this regard is justified by the simple fact that poverty is a serious issue even today since approximately 30% of Pakistan's population is classified as income-poor, whereas nearly half suffers from deprivation of basic opportunities of life (ibid).

SACHET GALLERY we sell dreams....

A Beneficiary's Perspective

A three-day exhibition of khaddar cloth was held at the Gallery to coincide with Labor Day activities. One of the weavers who had displayed her cloth at the Gallery caught the eye of a reporter and her story was published the very next day. The following is a brief synopsis of an article written about Aisha Ashraf, one of the many beneficiaries of the SACHET Gallery project, Aisha belongs to Dharamsala, Mitha Tiwana. This is her first journey outside home. The expedition is quite significant for her since it will make her the first woman from her surroundings to have traveled all the way to the Capital. Like most areas of underdeveloped Khushab, Aisha's village also has little to offer in terms of economic opportunity to the marginalized poor. However, life changed for Aisha and other women like her when a local development organization offered them skill training in khaddar weaving. Today fifty women in her village work on khaddis and produce 15 to 20 meters of khaddar everyday. And due to SACHET's initiative low-income skilled women like Aisha have been provided an outlet to establish direct contact with much bigger markets.

Customer Comments

A perusal of the Visitors Book at the Gallery shows it to have a steady stream of frequent customers. SACHET's assertive promotional campaign, its effective management besides its location, quality of products and their presentation, have an obvious role in attracting a vast clientele. A few comments are quoted below to give an example of the impressions created on those who seem aware of the broader implications of this initiative and also on those who viewed the Gallery and its products at face value only:

- I am delighted to visit the shop. it is a wonderful effort on the part of Dr. A.Q Khan to be of service to humanity at large. May God bless him.
(S.N. Burney, Pakistan Atomic Commission) !
- This is a very nice place with so many smiling and cooperating faces.
(Mr. Mohammad Ali, a customer from Karachi)
- A beautiful store with many lovely things and knowledgeable staff
(Dr. Virginia Appell, Aga Khan Foundation)
- Beautiful shop with very nice products. I will spread the news of your existence further.
(Doris Vorbraak, Royal Netherlands Embassy)

Gender Watch

Gender Watch' is based on an innovative idea of using a pervasive entertainment and education medium to increase awareness regarding a pertinent and sensitive social issue. The pilot-series comprised of six episodes concerning various aspects of gender that were aired on PTV from October to December 1999. The main objective of the programme was to promote gender awareness so that the glaring gender gaps particularly with respect to health and education can be realized and subsequently reduced.

The initial pilot series of six programmes were produced on the following topics:

- Gender
- Gender and Health
- Gender and Education
- Gender and Media
- Gender Watch Men's Special
- Assessment, Analysis and Action

Based on it's pilot-test this unique approach was confirmed as being a pragmatic, popular, personalized and persuasive way to gradually effect human psychology and overcome the glaring gender gaps that are evident in our society. SACHET has developed thirteen new episodes of Gender Watch to challenge and address more serious and specific issues:

- Gender and Pakistan
- Gender and Poverty
- Gender and Empowerment
- Gender and Professions
- Gender and Violence
- Gender and Print Media
- Gender and Family Planning
- Gender and HIV/AIDS
- Gender and Children
- Gender and Old Age
- Gender and the Electronic Media
- Viewer's Special (Interactive episode airing feedback from audience)
- Recap, Review and Recommendations (Suggestions concerning various gender issues)

It is now fait accompli that a programme on gender issues was broadcast for the first time on PTV due to SACHET's bold initiative. The programme's goal is to initiate constructive dialogue rather than dictate any preconceived notions. It features men and women from all walks of life presenting their candid and sometimes divergent views, responses, reactions, and suggestions concerning the above mentioned themes. Rational and simple arguments backed by data and acts are also presented on air; for example the fact that it is the male chromosome which determines the sex of one's offspring. Another statistical indicator mentioned to illustrate this disparity particularly glaring in terms of literacy is that 76% females are illiterate in Pakistan compared to 47% males. And an interactive segment of the programme, the *jumla* (sentence) completion quiz has invited responses to describe the term gender, providing a participatory and authentic source of information regarding audience perceptions. Another participatory segment is the Gender Post Office, which provides a platform for obtaining viewer feedback. This feedback has been so overwhelming that it completely shattered the misconception of gender being a topic beyond the comprehension of an average Pakistani. The programme has appealed to a varied age group belonging to urban and rural locations all across Pakistan. The programme is being aired abroad as well through Prime Television UK.

SACHET's Community Based Project

A Community Based Development (CBD) project focusing simultaneously on health, education and income generation was initiated in Shahdra in October 1999. In view of the holistic development paradigm, we introduced integrated interventions to directly address the primary concerns and objectives of our organization. Within the framework of this project, a clinic not only provides service delivery but also health promotion that is further facilitated through community meetings and dissemination of IEC materials and through the outreach services of Community Health Educators. Using all three aspects of our comprehensive strategy, we have been striving to create a sense of awareness and involvement within the community so that the stakeholders themselves get involved in the process of effecting desired change.

Community members evidently show interest in SACHET's activities, particularly the *behton and bharavon di mehfiles* (male and female assemblies), which are considered very informative. The open vocalization of their concerns is indicative of SACHET's success in community mobilization. SACHET has also been able to motivate and convince people from the village to let their daughters volunteer for training as Community Health Educators (CHEs). These CHEs played a remarkable role in convincing mothers to get their children immunized during a recent polio campaign.

SACHET is planning to open a youth vocational training center in Shahdra during next year and also to activate health committees in an effort to further empower the community by involving it in decision-making processes.

Evaluation of CBD Project – Shahdra

The mid-term evaluation of this project was conducted in June 2000. The overall results of the evaluation proved that SACHET is making a significant impact in the area. Health promotion holds a pivotal position in the project and is ongoing with community involvement. The Free Health Clinic at Shahdra is also operating efficiently and its facilities and quality of care were considered to have maintained a consistent standard. The evaluation findings in fact lead to a redefinition of the project's catchment area since a large number of people from outside the village were also found to be utilizing SACHET's free medical health facility.

SACHET Clinics

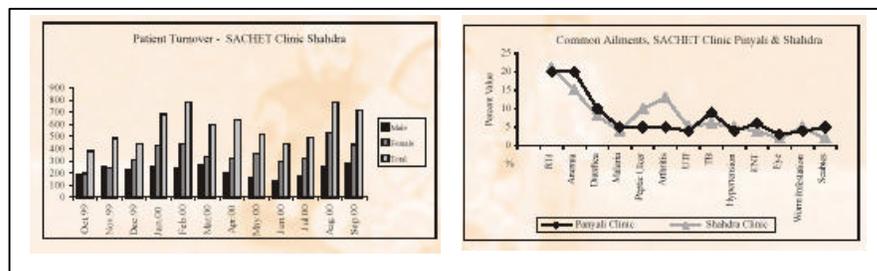
SACHET is establishing free health clinics in selected rural areas of Rawalpindi and Islamabad districts to address the service delivery component of its strategic vision. These well-equipped clinics offer a wide range of curative and preventive health care services without compromising the quality of care. Presently, there are two SACHET Clinics operating in Shahdra and Pinyali villages. Three other clinics in Sihala, Banigala and Pather Garh villages are in final stages of construction and are scheduled to become fully operational by mid-November 2000.

This first clinic instituted by SACHET under its CBD project offered to grant free health care for all and since then its scope of services has been further fine-tuned to include preventive, curative as well as diagnostic and referral services. Besides the provision of curative care to incoming clients, preventive care is also provided with a focus on mother and child health, antenatal services for pregnant women, post-natal services, provision of multivitamins and iron supplements and creating awareness of deadly diseases and of effective preventive measures. All medicines mentioned in the Essential Drugs List (EDL) approved by the National Health Policy are available at the SACHET clinics.

Awareness lectures and group discussions in the form of *mehfils* or assemblies (discussed at length below) are also arranged at the clinics. At these *mehfils* and even otherwise, SACHET clinics and its doctors are involved in IEC and advocacy for health promotion and creation of an enabling environment for sexual and reproductive health rights.

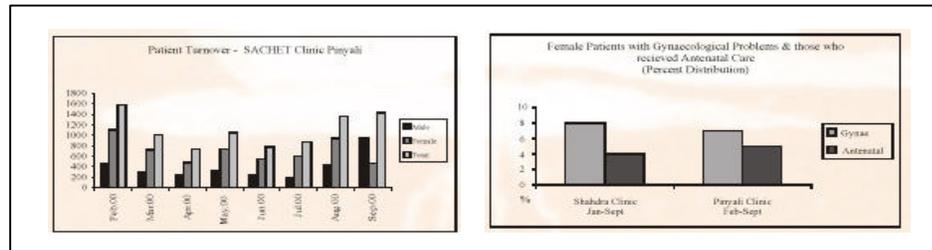
SACHET Clinic at Shahdra

Under auspices of its Community Based Development CBD project focusing simultaneously on health, education and income generation, SACHET established its first free health clinic in Shahdra. Shahdra village is situated 26 km from Islamabad and has a population of around 4500. The village was inaccessible due to bad road conditions and there was no operational health facility less than at a 10 km distance. Shahdra had a government established Basic Health Unit (BHU) which was not functional since 13 years. SACHET managed to convert this very BHU into a fully operational health clinic. Our first free health clinic has been fully operation since October 1999.



SACHET Clinic at Panyali

The clinic in Panyali village is situated on the main Kahuta Road. Based on figures made available by the recent Population Census, this clinic was established to cater to the basic health needs of 1479 people (731 males and 748 females) of Panyali village and also to people of surrounding villages. The clinic became operational in February 2000 and is open six days a week to provide a range of services to incoming patients.



The standard and range of facilities and services, which is being offered by SACHET Clinics, is impressive considering that not even a nominal fee is charged for this consistent quality of care.

SACHET Mehfil

Male and Female Assemblies

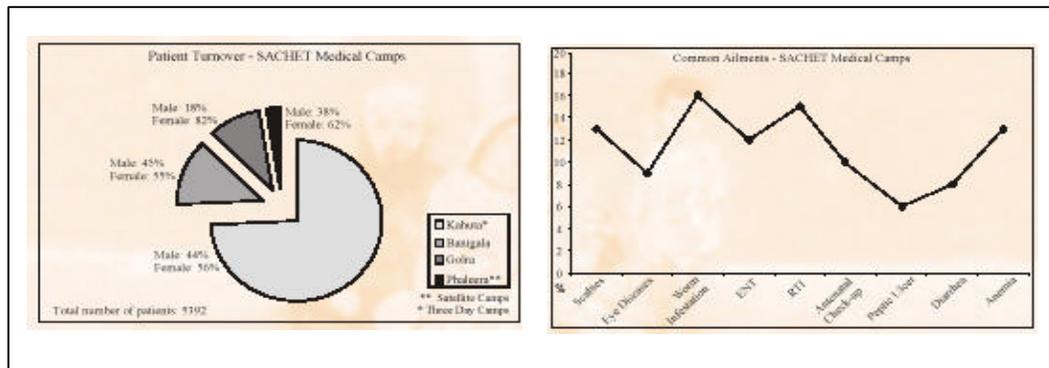
To ensure that SACHET's influence in its operational areas is not limited to the clientele of its clinics, advocacy and IEC strategies are being utilized to ensure greater community involvement. Through the medium of peoples assemblies or *mehfils* as they are called in Urdu, a much larger audience has been integrated into the process of participatory development. *Bharawan de Mehfil* (Male Assembly) and *Bhenan de Mehfil* (Female Assembly) are arranged on a regular basis to sensitize adolescent and older males and women in the reproductive age about important social issues including gender and to provide them useful information about preventive and curative health care and also seasonal diseases. The *mehfils* are held at SACHET Clinics and facilitated by our Programme Unit. Realizing that community participation is a gradual process, involving an initial process of organization and the intermediary phase of involvement, the *mehfils* provide a relevant medium for gauging the extent of progress during all of these phases. Specific information concerning *mehfil* participants is being recorded and will be used to compile community profiles.

Medical Camps

As part of its service delivery component, SACHET also sets up free medical camps to reach out to help people where it does not offer permanent facilities. The health care administered at these camps include medical checkups, provision of free medicine as well as health promotion.

SACHET's management team identifies locations where a majority of people do not have access to quality health care. So far, four medical camps have been organized by SACHET on a quarterly basis. The preparation for this activity commences at least a week in advance. During this time doctors and medical students usually from the Rawalpindi Medical College are contacted. Medical supplies are also purchased for provision to prospective patients. Through banners and with the help of mosques, publicity also commences at least three days prior to the event.

The camp is usually set up in a public building or even an empty plot of land near the center of the selected location and the covered area is divided into male and female waiting areas, dispensaries and clinics. A broad range of medical services including referrals is offered at these free medical camps. In view of the need for continuity of care, the disease patterns of specific communities are being recorded for the purpose of follow-up.



Satellite Health Services

To further extend outreach of health services, the concept of satellite services has also been introduced under the Shahdra CBD Project. These satellite services are at a much smaller scale than the medical camps but require less input and can be extended to even remoter areas. Using our own doctors, SACHET can treat 100-150 patients during one such trip. IEC material is also being distributed amongst the community. This activity has been tried out on an experimental basis in the village of Phareela in Haripur district (situated at a steep incline, 4 k.m away from Shahdra). Based both on viability and demand, it has been decided to regularize this satellite health service on an alternate month basis.

Education Programme

Other than advocacy for education, SACHET also has more direct involvement in this field. Plans for opening the Dr. A.Q. Khan Computer Sciences College for Women in Rawalpindi are also in the pipeline. Due to the magnanimous personality of Dr. A. Q. Khan, SACHET has often been involved in the dispersal of financial assistance and provision of needed equipment to numerous educational institutions. Furthermore, in pursuit of the additional goal of creating reliable linkages, SACHET has established liaison with the following educational institutes:

- Sir Syed University of Engineering & Technology - Karachi
- Institute of Behavioral Sciences - Karachi
- Dr. A.Q. Khan Institute of Technology - Mianwali
- GIK Institute of Engineering Sciences and Technology - Topi
- International Islamic University - Islamabad
- Rural Education and Development Foundation – Islamabad

Yet in view of the current focus of our own programmes and the efforts involved in making us an effective and efficient organization, SACHET has minimized its role as a dispersing agency and is now focusing on long termed sustainability instead of relying on a welfare-oriented approach. In view of this ideal, we have decided to streamline our future efforts by focusing on areas where our service delivery outlets are located. To help improve the state of education in these specified areas, we have planned specific interventions such as physical renovation of two public schools in Shahdra and we also intend to provide teachers to public schools for improving the quality of education in specified localities.

The decision to extend honorarium to SACHET Community Health Educators is meant to promote education and simultaneously increase employment opportunities for educated youth.

SACHET'S Training Component

It is imperative for us to give due importance to human resource development. The letter 'T' of our acronym denotes training, which is a pivotal area of concern for us. Against a backdrop of promoting gender awareness, emphasis on health and education is of primary importance to our organization. We consider highly skilled and trained management staff as being necessary for the sustainability of our organization. We have ongoing in-house training and are working to develop a competent team of Master Trainers in our Programme Unit. In the field, the first batch of female community health educators has been trained in Shahdra. The next step is to train a male team of



SACHET's woman vision project
holistic approach towards capacity building of women

male community health educators to carry forward our plan of involving males in propagating the importance of reproductive health.

Our most concerted effort with regard to training is the initiation of crafts classes organized under auspices of the Women Vision Project. Eighty-four women have received training for making handicrafts, basic business skills and have been encouraged to open and maintain personalized bank accounts.

Health is simultaneously treated as a social and a gender issue. The training programme designed for the Women Vision Project gives a clear indication of this particular focus. The project beneficiaries were provided free health care including 'sensitive' information concerning reproductive health. In fact, the very criterion for selecting women for this particular training was based on their reproductive age axis so that an equal proportion of married and unmarried women could be given a chance to avail a capacity building and awareness enhancing opportunity.

End OF REPORT